

# Building Content that both Humans and Search Engines Will Love



PRESENTER: Shoham Eckhaus,  
**Head of Strategy, Penguin Strategies**



SPEAKER: Justin Champion,  
**Principal Inbound Professor, HubSpot**

# TODAY'S PURPOSE

- To learn a content strategy framework that both humans and search engines will love.



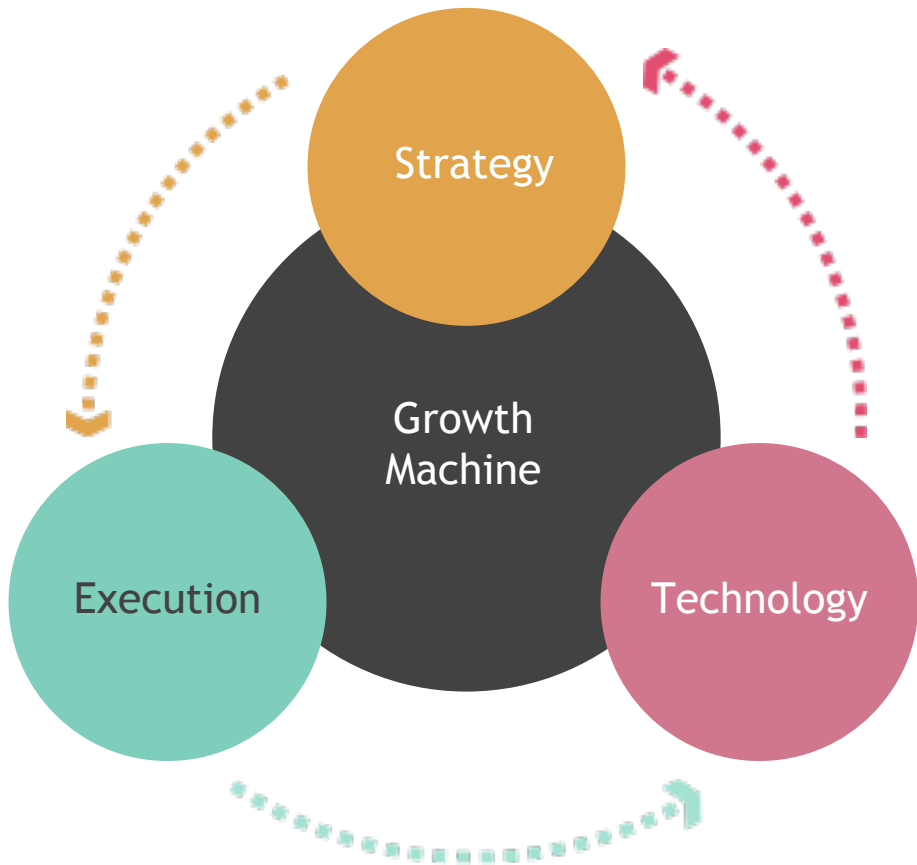


Penguin Strategies

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**THE B2B TECH  
MARKETING AGENCY**





We build  
**MARKETING**  
**GROWTH MACHINES**  
for B2B  
Tech companies

# About Penguin Strategies

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- Lead by B2B tech veterans so we hit the ground running
- Sales and marketing specialists in strategy, SEO, Content, social, PPC, Automation, design, ABM,
- Offices in Boston & Tel Aviv
- Clients in the US, Europe and Israel



# Our Clients are B2B Tech companies in the fields of:



CYBER SECURITY



ANALYTICS



BIG DATA



IT



TELECOMMUNICATIONS

**RADWIN**



**SAPIENS  
DECISION**



**HYLA**



**BriefCam**



**Celeno**



**NICE**



**DIALEXA**



**SIEMENS**  
*Ingenuity for life*



**intigua**



# Penguin Services

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## MARKETING & SALES STRATEGY

- Marketing strategy
- Competitive positioning
- Buyer persona Development
- Buyer's journey discovery
- Positioning and Messaging
- Go to market
- Channels & Partners



## DIGITAL TACTICS FOR GROWTH

- Marketing strategy
- Competitive positioning
- Buyer persona Development
- Buyer's journey discovery
- Positioning and Messaging
- Go to market
- Channels & Partners



## ACCOUNT BASED MARKETING

- Account selection
- Insights (how to gain traction with specific accounts)
- Content (specific for targeting the selected accounts) Orchestration
- Targeted delivery
- Measurement and reporting



## BRANDING & CREATIVE SERVICES

- Branding
- Website Design
- Creative for all Marketing Assets



## IMPLEMENTATION AND INTEGRATION

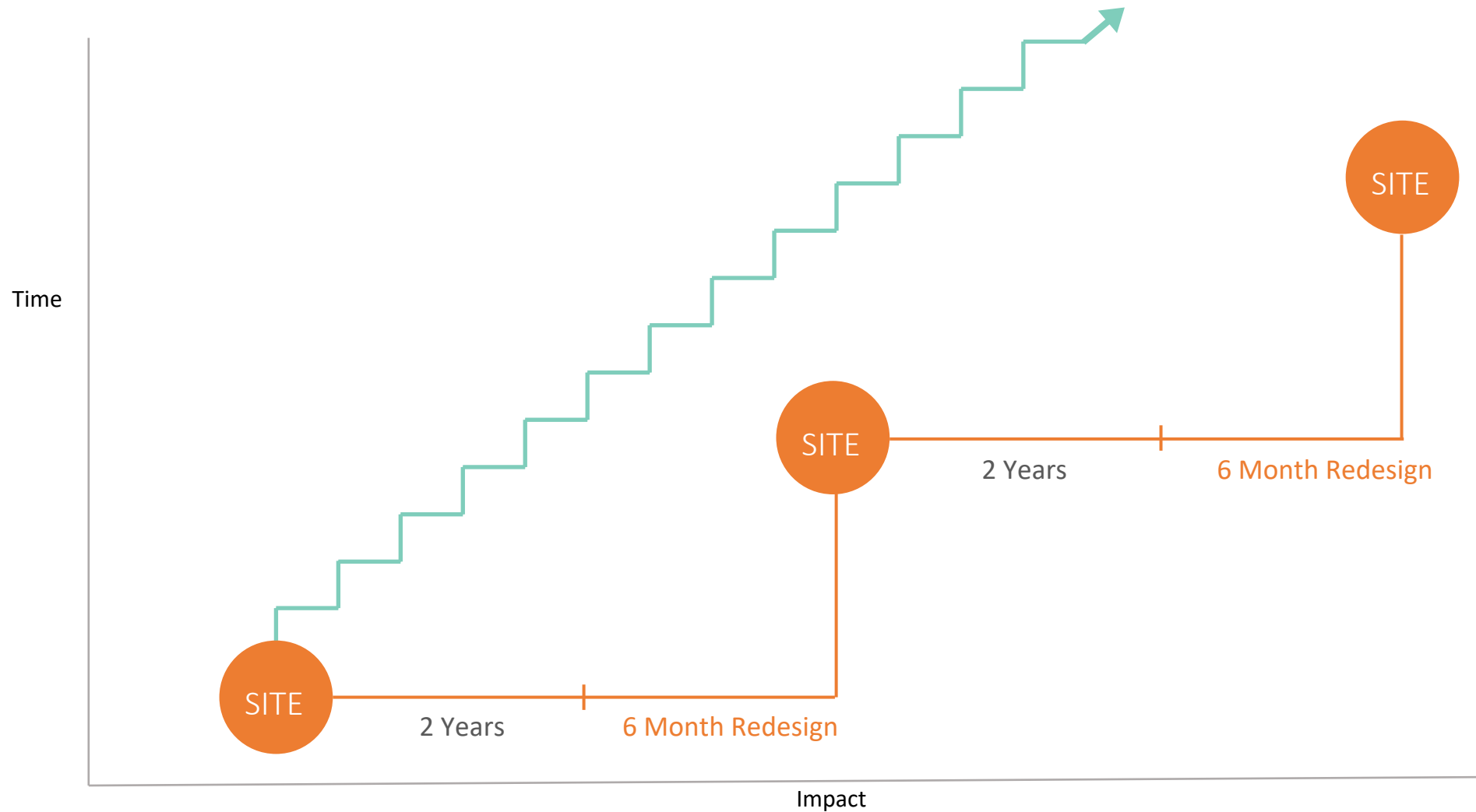
- Marketing Automation Implementation
- Website Development
- CRM Setup & Integration
- Sales Funnel Implementation
- Sales Enablement

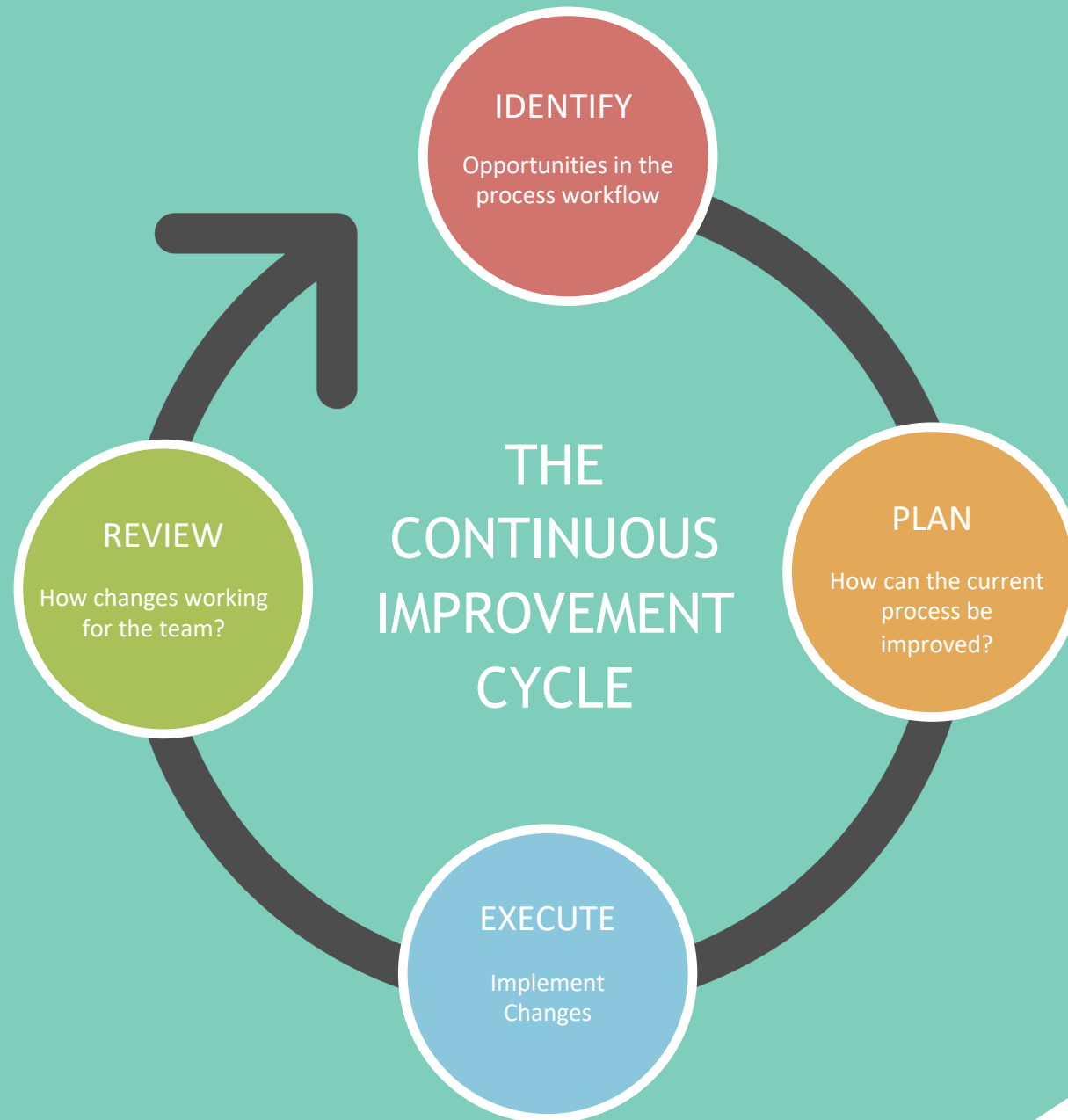


## MARKETING ANALYTICS & DASHBOARDS

- Conversion optimization
- Dashboards & Data visualization
- Insights (and growth hacking ideas)

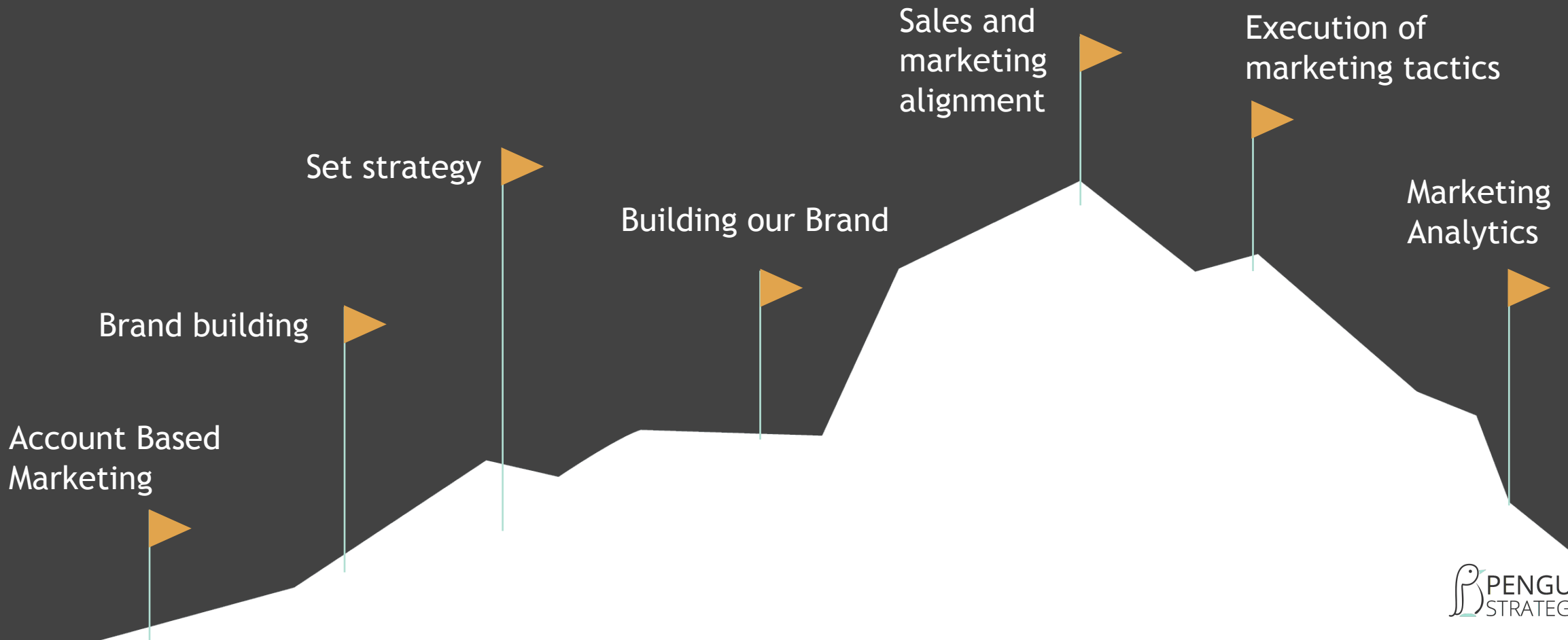
# Traditional Web Design vs. GROWTH-DRIVEN DESIGN





# The B2B Tech CMO'S TOP CHALLENGES

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# How to Measure Branding Performance



# Branding Goals

When investing in “branding” we aim to promote 2 types of goal categories:

1. **Brand Awareness / Recognition**  
To what extent our targets know of us?
2. **Brand Image / Brand Authority**  
To what extent do people perceive us as...  
<our\_brand\_promise>

# How to measure Brand Awareness

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## 1. Periodic Survey

Need a “third party” to ask a random group of <targeted personas> to name the brand in your field that they know or value

## 2. Impressions

How many people have been exposed to our online assets per month

## 3. Mentions

How many times per month have we been mentioned somewhere online

## 4. Organic Searches of our Brand

This is easy to track with Hubspot

# How to measure Brand Authority

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## 1. Followers

How many new people are following us per month on all of the different channels

## 2. Sentiment

What type of sentiment are people expressing when mentioning Penguin in all different platforms

## 3. Engagement with our content

How many people are actually interacting with our assets  
How much time are people spending on our assets

All of those brand KPIs are directly influenced by:

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**RANK!**

# INTRODUCING JUSTIN CHAMPION

Principal Inbound Professor at



Responsible for creating and managing HubSpot  
Academy's Content Marketing Certification course

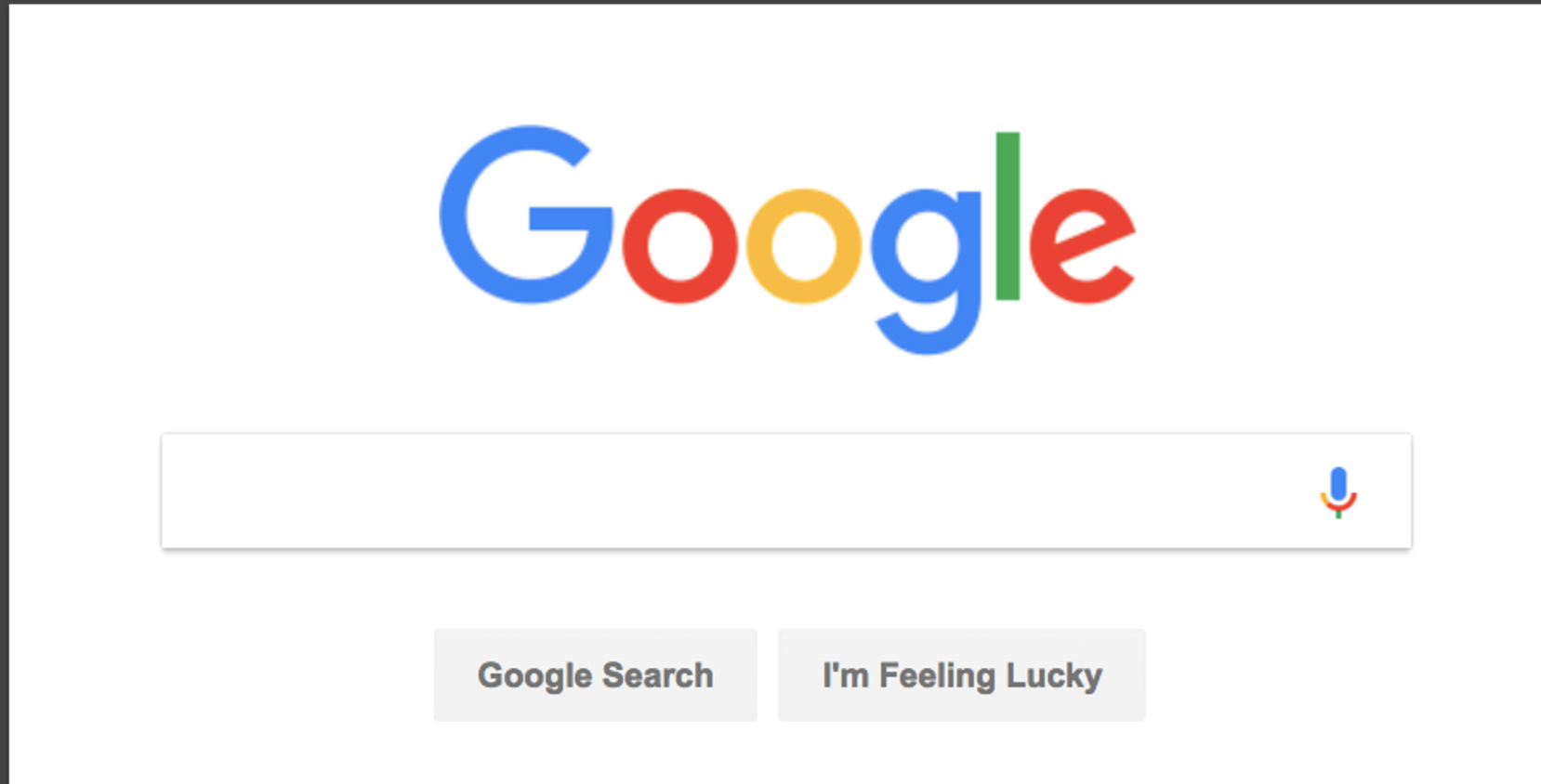


# 1 CREATING TOPIC CLUSTERS AND PILLAR PAGES

# HOW HAVE SEARCH ENGINES EVOLVED?

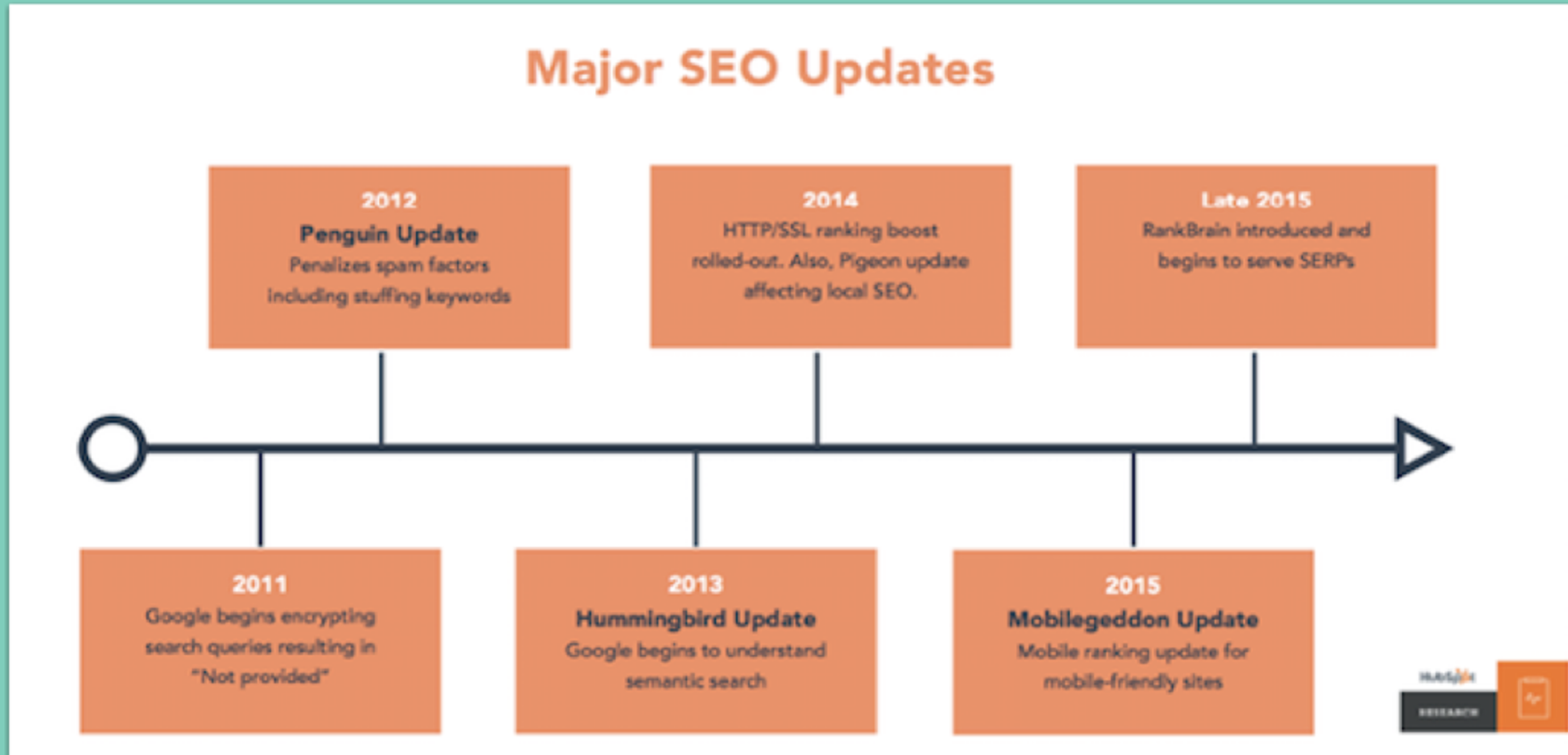


Google now processes more than  
**5.4 million search requests** per minute.



SOURCE: SEARCH ENGINE LAND

# Search engines like Google have invested in understanding search query intent.



A photograph of two people sitting on a wooden park bench. The person on the left is seen from behind, wearing a plaid shirt, with their arms raised and hands clasped. The person on the right is seen in profile, wearing a grey jacket, looking at a smartphone. The background is a lush green forest with sunlight filtering through the trees. The text 'Search engines aren't your customers; humans are.' is overlaid on the image in white and orange font.

Search engines aren't  
your customers; humans  
are.



Think of your content like a **series of pillars**, a stabilizing foundation for your content marketing strategy.

SOURCE: WIKIPEDIA



# WHAT IS A CONTENT PILLAR?

# CONTENT PILLAR

## (aka pillar page)

A website page that covers a broad topic in depth and is linked to a cluster of related content.

**THERE ARE TWO TYPES  
OF PILLAR PAGES.**

## CONTENT MARKETING

The absolute best tactic for acquiring new customers as a cash-poor startup is utilizing the power of content marketing. Although the buzz around this term is at an all-time high, the results for those businesses that do it well speak for themselves.

### CONTENT MARKETING INFORMATION & INSIGHT

- [The 25 Principles that Power the Help Scout Blog](#)
- [Rand Fishkin's Best Advice for Increasing Blog Traffic](#)
- [How to Create a Content Marketing Strategy](#)
- [Why Startups Need to Rise Above the Deluge of Crappy Content](#)
- [Priceonomic's Content Handbook](#)
- [Hiten Shah's Content Marketing Playbook](#)
- [Building a B2C2B Content Strategy](#)
- [75 Inspiring Content Marketing Examples](#)
- [Content Is Customer Success](#)

### CONTENT MARKETING BLOGS

- [Copyblogger](#)
- [Velocity Partners](#)
- [Content Marketing Institute](#)
- [HubSpot](#)
- [The Content Strategist](#)

### CONTENT MARKETING TOOLS

- [BuzzSumo](#)
- [Nuzzel](#)
- [Canva](#)
- [SumoMe](#)
- [Contently](#)
- [Hellobar](#)
- [SlideShare](#)

# There are two types of pillar pages.

## Resource pillar page

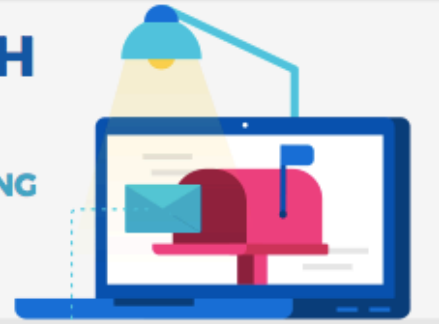
- Heavy on internal + external links
- “Bookmarkable” reference page



# EMAIL OUTREACH PLAYBOOK:

MASTER THE CRAFT OF SENDING SALES EMAILS THAT CONVERT

SUJAN PATEL



Email is a priceless cold sales tool. It's less intrusive, more efficient, and, according to data from [MarketingSherpa](#), more effective than a phone call.



#### COLD CALL

**2%**

of cold calls result in an appointment



#### EMAIL

**2x**

higher ROI than cold call, networking or trade shows

Long story short: if you're not using cold outreach emails to generate leads for your business, **you probably should be**. Of course, there's knowing you need to send outreach emails, and there's knowing how to send **effective** outreach emails **that actually convert**.

## IN THIS PLAYBOOK I'M GOING TO TAKE YOU THROUGH:

- 1 Best practices for sending sales outreach emails.
- 2 Examples of poor outreach emails and what we can learn from them.
- 3 Examples of good (and great) outreach emails and what we can learn from them.
- 4 How to boost open rates.

# There are two types of pillar pages.

## 10x content pillar page

- Mostly owned media
- Deep dive on core topic
- Format is similar to an ungated ebook

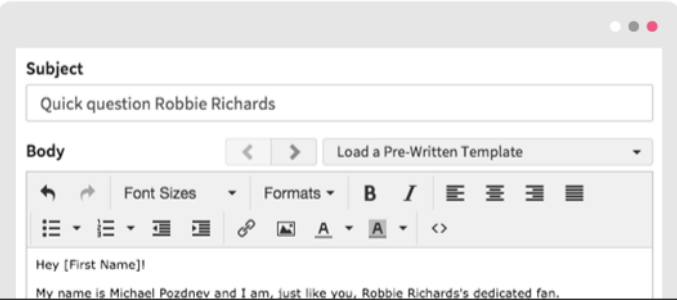
SOURCE: <https://playbook.mailshake.com/>

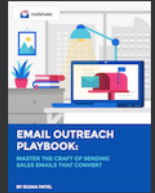
# A 10x content pillar page should offer the ungated content as a **packaged downloadable resource**.

Take your email outreach to the next level [Sign up for Mailshake](#)

looking at what *not* to do. Let's switch it up and take a look at a few examples of some stand-out outreach emails.

## HIGHLIGHT COMMON GROUND



 **Increase the success of your cold emails**  
Download the Email Outreach Playbook for FREE

 [Free Download](#)

SOURCE:  
<https://playbook.mailshake.com/>

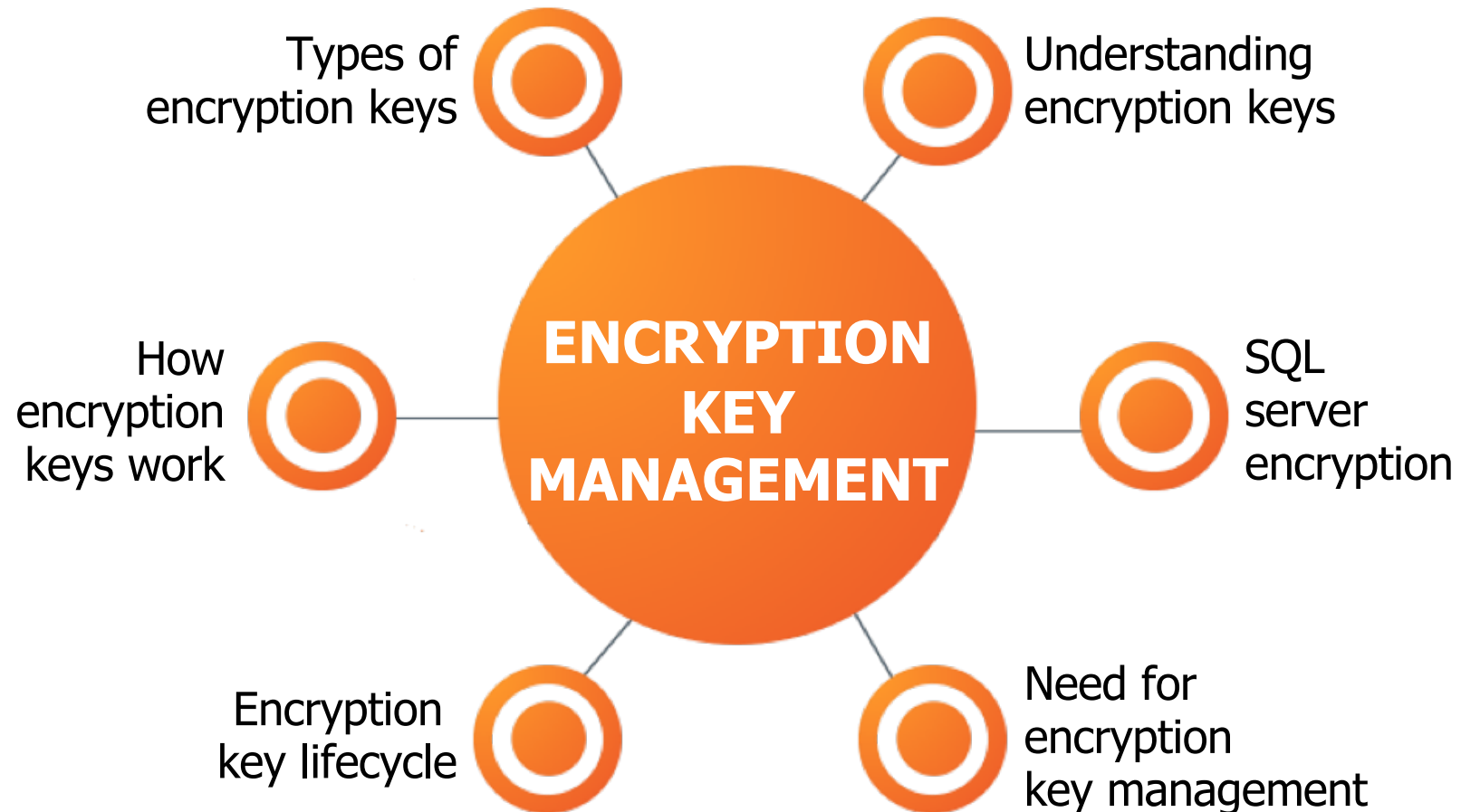
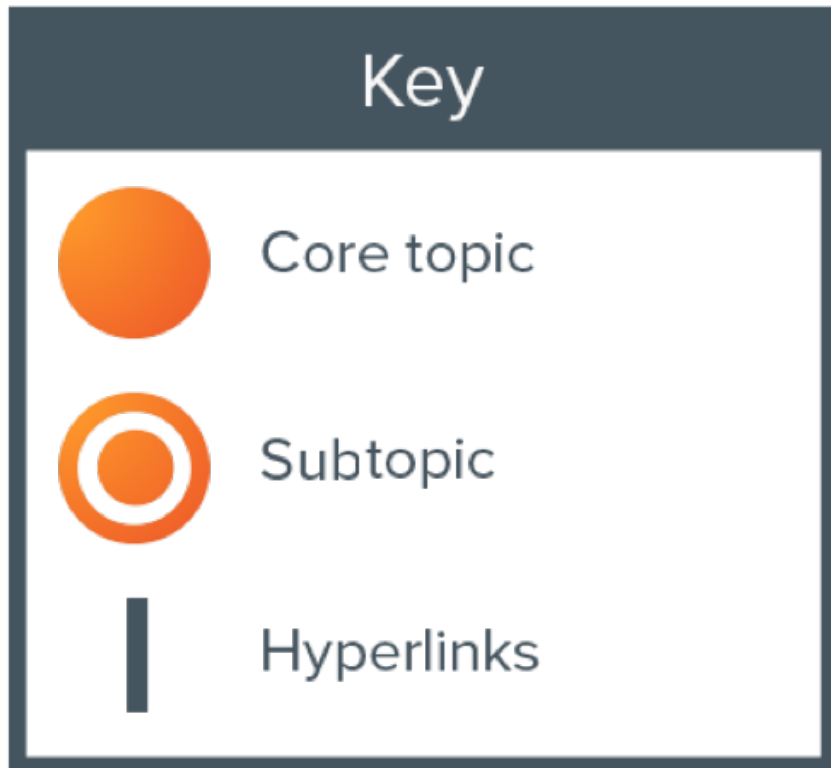
# Ungating content and offering a relevant download solves for the human experience.

People want to try something out before making a decision on its value.



How do you  
**CREATE** a topic cluster  
and pillar page?

# TOPIC CLUSTER AND PILLAR PAGE OVERVIEW





encryption key management



All

News

Videos

Images

Shopping

More

Settings

Tools

About 1,370,000 results (0.27 seconds)



encryption key management



All News Images Videos Shopping More Settings Tools

About 1,510,000 results (0.64 seconds)

**Key management** is the management of cryptographic keys in a cryptosystem. This includes dealing with the generation, exchange, storage, use, crypto-shredding (destruction) and replacement of keys. It includes cryptographic protocol design, key servers, user procedures, and other relevant protocols.



[Key management - Wikipedia](https://en.wikipedia.org/wiki/Key_management)

[https://en.wikipedia.org/wiki/Key\\_management](https://en.wikipedia.org/wiki/Key_management)

About this result Feedback

### People also ask

What is an encryption key and what is it used for? ▾

What is a key management personnel? ▾

How do public and private keys work? ▾

Feedback

### The Definitive Guide to Encryption Key Management Fundamentals

<https://info.townsendsecurity.com/definitive-guide-to-encryption-key-management-fu...> ▾

Encryption key management is administering the full lifecycle of cryptographic keys and protecting them from loss or misuse. The lifecycle includes: generating, ...

How Encryption Key ... · Segregated Roles in Key ... · The Domains to Secure ...

### What is encryption key management? - Definition from WhatIs.com

[searchdatabackup.techtarget.com](https://searchdatabackup.techtarget.com/Security/Storage_management) > Security > Storage management ▾

Encryption key management is the administration of tasks involved with protecting, storing, backing up and organizing encryption keys.





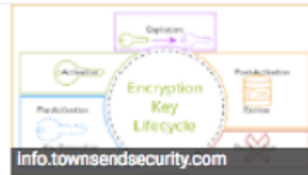
encryption key management



All News Images Videos Shopping More Settings Tools

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Featured snippet





encryption key management



All News Images Videos Shopping More Settings Tools

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[searchdatabackup.techtarget.com](https://searchdatabackup.techtarget.com/Security/Storage_management) > Security > Storage management ▾

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Featured snippet

#1 Google ranking

Visitors can easily navigate the page's content.

The page offers a relevant packaged resource, allowing visitors to take the content with them.

The screenshot displays the Townsend Security website. At the top, the logo and navigation menu are visible. The main heading reads "THE DEFINITIVE GUIDE TO ENCRYPTION KEY MANAGEMENT FUNDAMENTALS". Below this, there are social media icons and a sub-heading "WHAT IS ENCRYPTION KEY MANAGEMENT?". A paragraph explains that encryption key management involves administering the full lifecycle of cryptographic keys. A "SHORTCUTS" section lists various topics like "Introduction", "Types of Encryption Keys", and "The Full Life-Cycle of Keys". On the right, there is a call to action to view an eBook offline, accompanied by an image of the eBook cover titled "Security eBook: Definitive Guide to Encryption Key Management".

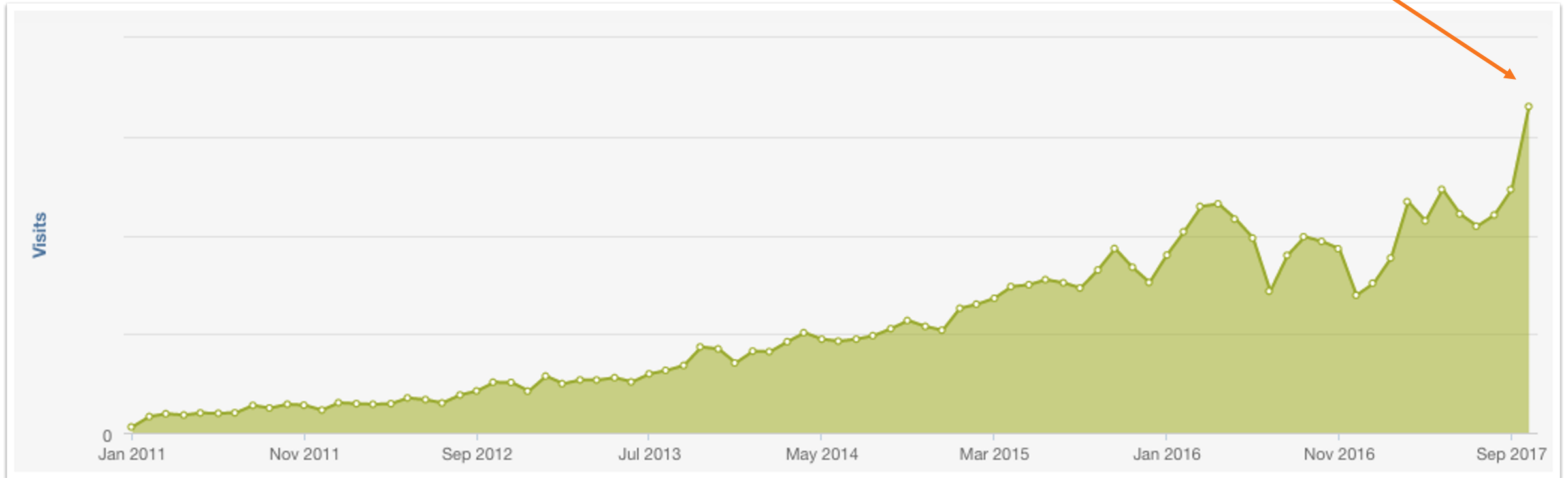
# 63%

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of people who visited the encryption key management pillar page decided to download it and take it with them.

# Non paid, organic search engine traffic increased 100% in less than 10 months.

Townsend had three record-breaking organic traffic months since May 2017.



# Townsend's CEO stepped up to create their next pillar page.

not just a marketing initiative.



# 2 GROWING TOPIC CLUSTERS AND PILLAR PAGES



# Your pillar page is always **UNDER CONSTRUCTION.**

Maintenance,  
updates, and  
additions are  
needed to keep it  
performing at a  
high level.



# FOUR OPPORTUNITIES TO HELP GROW YOUR PILLAR PAGE

---

1. Offer various forms of media per section for the reader to engage with
2. Sprinkle in relevant content offers that will help buyer personas continue educating themselves through the buyer's journey
3. Insert a heatmap on pillar page to better understand performance and optimization next steps
4. Grow a subtopic into its own topic cluster and pillar page



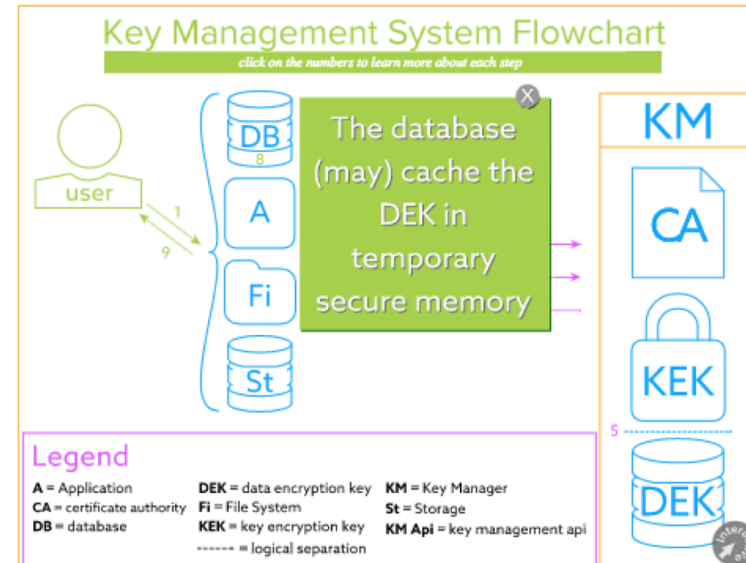
# Townsend Security created interactive images via HTML5.

## HOW ENCRYPTION KEY SYSTEMS WORK

### Symmetric Key Systems

First, let's establish a few definitions:

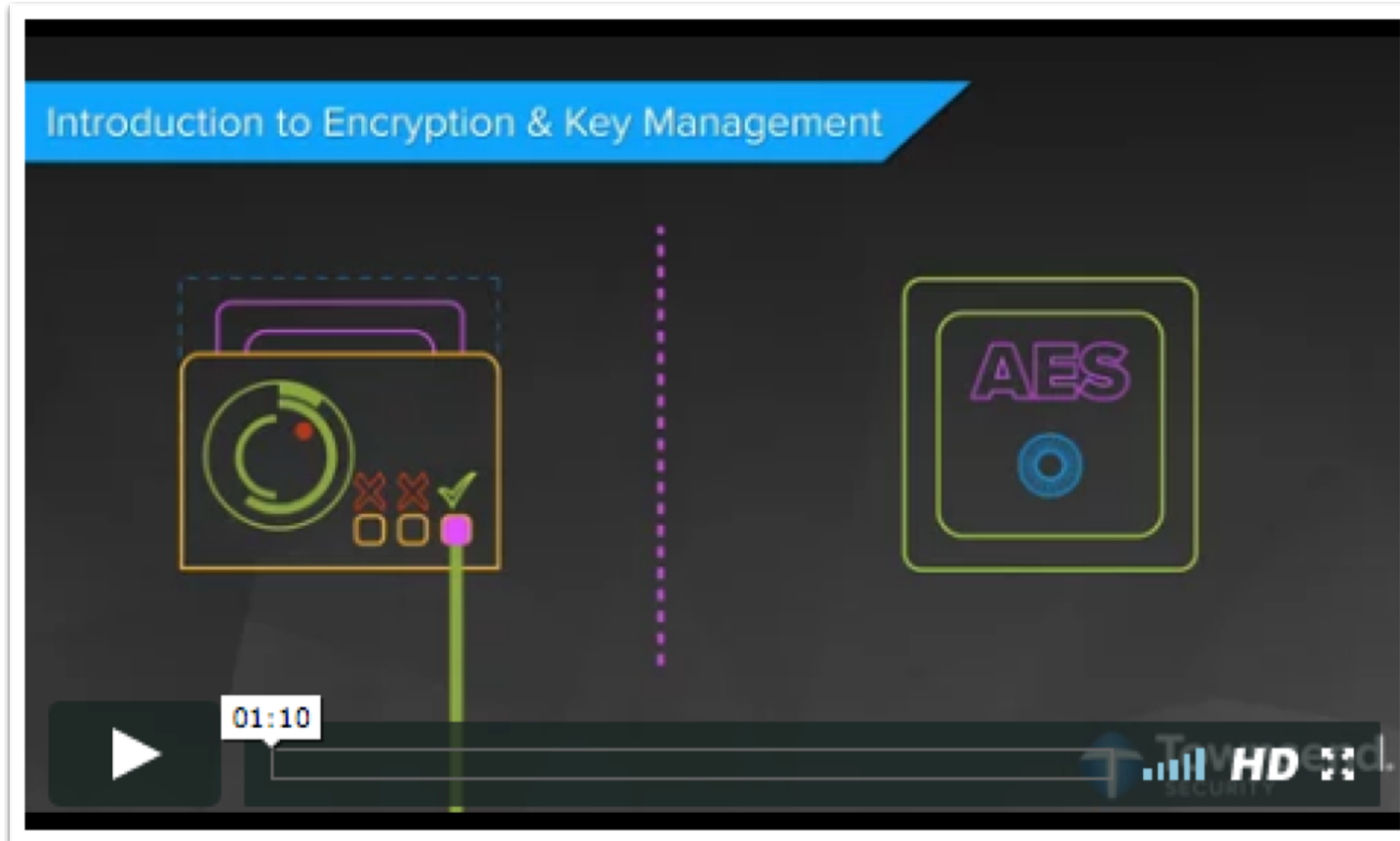
- **Data encryption key (DEK):** is an encryption key whose function it is to encrypt and decrypt the data.
- **Key encryption key (KEK):** is an encryption key whose function it is to encrypt and decrypt the DEK.
- **Key management application program interface (KM API):** is an application interface that is designed to securely retrieve and pass along encryption keys from a key management server to the client requesting the keys.
- **Certificate Authority (CA):** is an entity that creates public and private keys, creates certificates, verifies certificates and performs other PKI functions.
- **Transport layer security (TLS):** is a cryptographic protocol that provides security, through mutual authentication, for data-in-motion over a computer network.
- **Key Management System (KMS):** is the system that houses the key management software



*This is an interactive graphic, click on the numbers above to learn more about each step*



# Townsend Security repurposed key content on the page into a short video.



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# Townsend Security promotes multiple offers in different stages of the buyer's journey.

## How an Encryption Key Manager is Validated

Every data security product available makes claims as to superior functionality or data protection. But when protecting sensitive data, organizations need to have assurance that a product's stated security claim is valid. This is certainly true when it comes to an encryption key manager. To address this, NIST has devised a system to validate cryptographic modules and ensure that they comply with FIPS 140-2 standards. Here are the steps an encryption key manager vendor must take to show full compliance:

1. First they will contract with an [accredited laboratory](#), who has successfully undergone the [National Voluntary Laboratory Accreditation Program \(NVLAP\)](#), to conduct "adequate testing and validation of the cryptographic module and its underlying cryptographic algorithms against established standards" to look for "weaknesses such as poor design or weak algorithms."
2. Next, the accredited laboratory will conduct the [Cryptographic Algorithm Validation Program \(CAVP\)](#). With this testing, they will provide "validation testing of FIPS-approved and NIST-recommended cryptographic algorithms and their individual components."
3. Once that testing is complete and the key manager has met all standards, the lab will then move on to the [Cryptographic Module Validation Program \(CMVP\)](#) testing. The "laboratories use the [Derived Test Requirements \(DTR\)](#), [Implementation Guidance \(IG\)](#) and applicable CMVP programmatic guidance to test cryptographic modules against the applicable standards."
4. Finally, once the encryption key manager has been shown to meet all FIPS 140-2 standards, the independent lab issues the FIPS 140-2 Validation Certificate and the cryptographic module is placed on the [FIPS 140-1 and FIPS 140-2 Vendor List](#).

## Logical Access Security

The next arena in which you can protect your encryption keys is by logically separating the different cryptographic components housing the keys from the rest of the larger network. There are three main items to consider:

- **Interfaces:** In [FIPS 140-2](#), Section 4.2, it gives this criteria for needing to separate logical interfaces:
  - **Level 1 and 2:** the "logical interface(s) used for the input and output of plaintext cryptographic keys, cryptographic key components, authentication data, and CSPs may be shared physically and logically with other ports and interfaces of the cryptographic module."
  - **Level 3 and 4:** "the logical interfaces used for the input and output of plaintext cryptographic key components, authentication data, and CSPs shall be logically separated from all other interfaces using a trusted path."
- **DEK from encrypted data:** In level 1 environments, where the encryption key manager is not in a physically separated HSM, the DEK(s) should be logically separated from the data that is encrypted. This effectively keeps the DEK(s) from being used to decrypt the data in case unauthorized users gain access to the sensitive material.
- **KEK from DEK:** Within the encryption key manager, the KEK(s) should be logically separated from the DEK(s). This ensures that though the database DEKs be compromised, they will be rendered unusable because the KEK is in a logically separate location from the DEKs.



## ENCRYPTION KEY MANAGEMENT IN MEETING COMPLIANCE

### PCI DSS



[Payment card industry Data Security Standard \(PCI DSS\)](#) is a widely accepted set of regulations intended to secure credit, debit and cash card transactions and cardholder data. PCI DSS requires that merchants protect sensitive

cardholder information from loss and use good security practices to detect and protect against security breaches.

In [Section 3.5 of PCI DSS](#), organizations that process, store, or transmit cardholder data should, "document and implement procedures to protect keys used to secure stored cardholder data against disclosure and misuse." This includes:

- maintaining "a documented description of the cryptographic architecture" used to protect the data
- restricting "access to cryptographic keys to the fewest number of custodians necessary"
- store encryption keys "in one (or more) of the following forms at all times:"
  - encrypt the data encryption key with a key encryption key
  - within a secure cryptographic device

Likewise, [Section 3.6](#) requires that you "fully document and implement all key management processes and procedures for cryptographic keys used for encryption of cardholder data." This includes securely:

- generating cryptographically strong encryption keys
- secure distribution of keys
- secure storage of keys
- establishment of cryptoperiods for all keys
- retiring and destroying the keys

### HIPAA HITECH



The [Health Insurance Portability and Accountability Act \(HIPAA\)](#) and the [Health Information Technology for Economic and Clinical Health \(HITECH\) Act](#) both seek greater adoption and meaningful use of health information technology. Both also lay out guidelines and regulations for proper data security around Electronic Protected Health Information (ePHI). Compliance

with the HIPAA Security Rules and HIPAA Privacy Rules for ePHI requires the use of security technologies and best practices to demonstrate strong efforts towards complying with this federal regulation.



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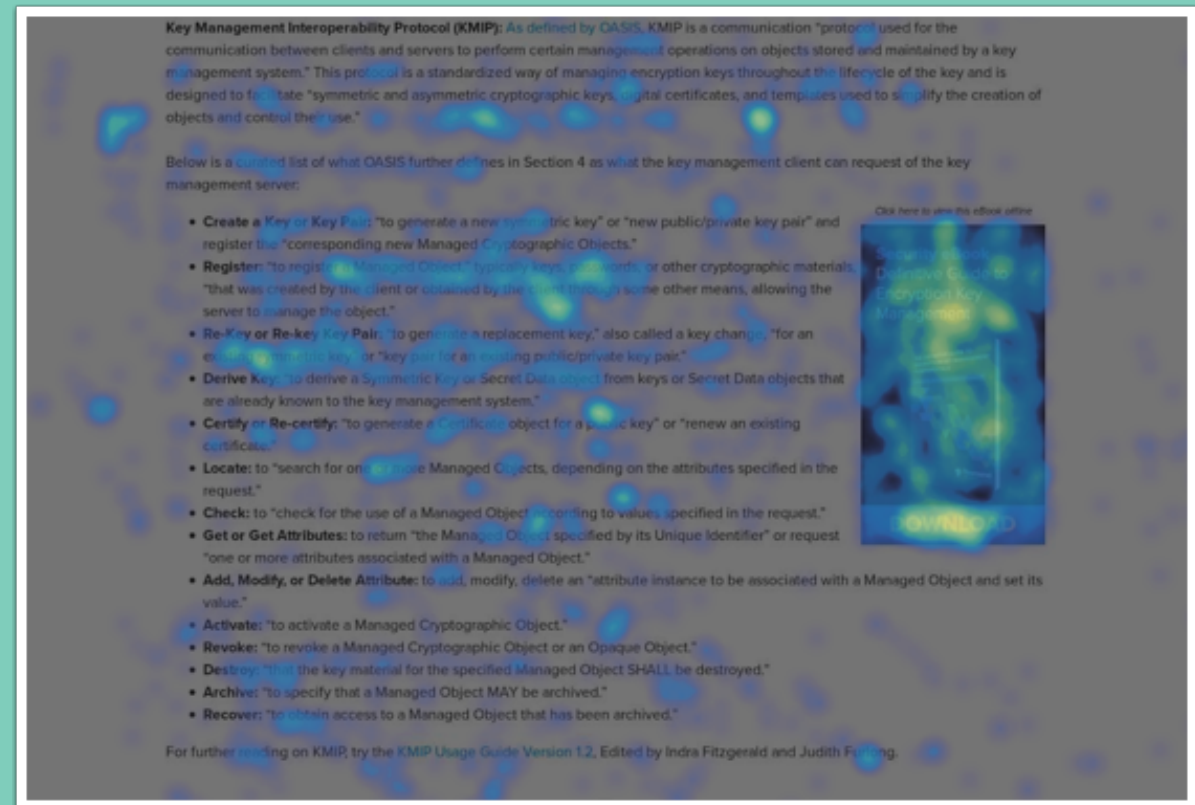
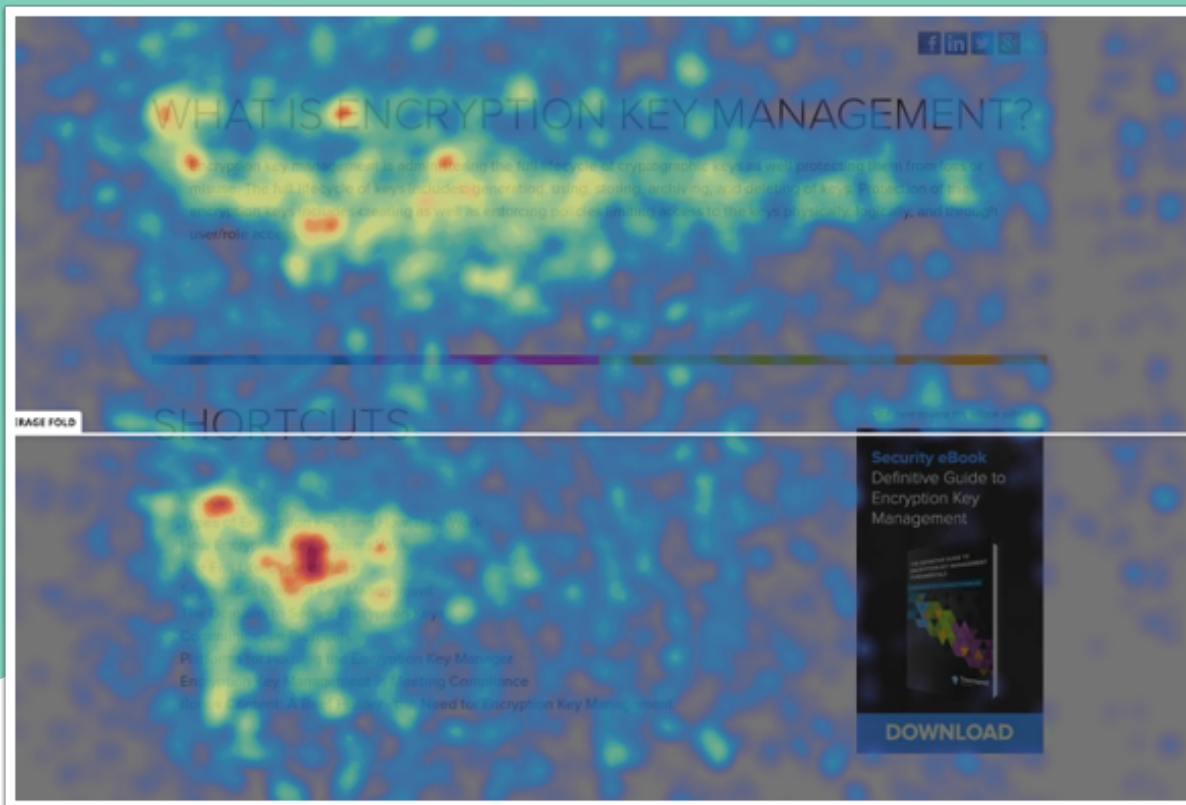


# Townsend Security identified the majority of conversions were happening $\frac{3}{4}$ of the way down their pillar page.

Hotjar makes it easy for Townsend to see where people find value on their pillar page.

Top of the page

$\frac{3}{4}$  of the way down the page



# FOUR OPPORTUNITIES TO HELP GROW YOUR PILLAR PAGE

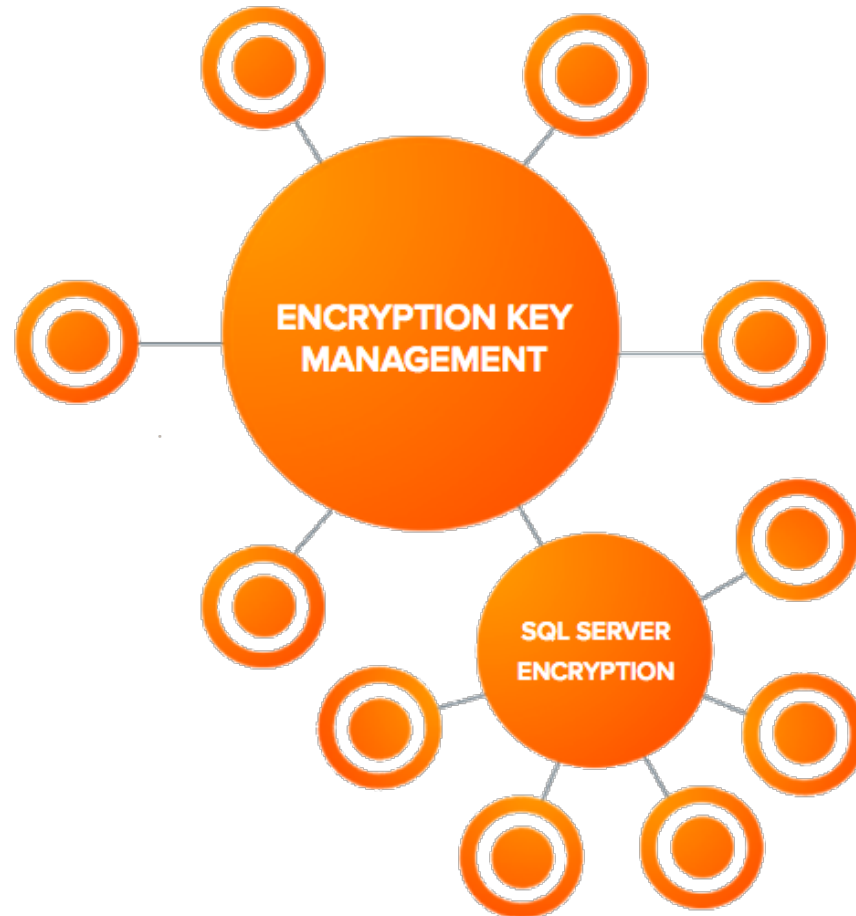
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**Sometimes your subtopics will be strong enough to take the shape of a topic cluster and pillar page.**

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2

**PROMOTING  
TOPIC CLUSTERS  
AND PILLAR PAGES**

If you fail to promote, then no one will know what you have to offer them.

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**“Create less,  
promote more.”**

- @SalmaJafri

#HTD17

# CONTENT PROMOTION CHECKLIST

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## Strategic tasks to achieve in the long term

- Build relationships with industry influencers.
- Guest blog on authoritative websites.
- Become active on industry communities.
- Boost top-performing content on social media.
- Launch remarketing ad campaign.
- Repurpose content into new formats.

# 1

Build relationships  
with industry  
influencers.



**Justin Champion**

@JustinRChampion

👉 article @LollyDaskal. Favorite line, "stay tough and know what you're worth."  
[inc.com/lolly-daskal/7...](https://inc.com/lolly-daskal/7...) via @Inc



**7 Ways People Will Hold You Back--If You Let Them**

Don't allow anyone to make you feel less than you are.

[inc.com](https://inc.com)

# 1

Build relationships  
with industry  
influencers.

The screenshot shows a Twitter thread. At the top, Justin Champion (@JustinRChampion) has retweeted a tweet from Lolly Daskal (@LollyDaskal). Lolly's tweet says "Thank you Justin!" and includes a retweet of Justin's tweet. Justin's tweet is a retweet of an article from @LollyDaskal, quoting a line: "stay tough and know what you're worth." The tweet is dated 2:47 PM - 7 Sep 2017 and has 1 retweet and 3 likes. The background of the slide is teal with a white circle pattern.

**Justin Champion** @JustinRChampion

👉 article @LollyDaskal. Favorite line, "stay  
to  
inc

**Lolly Daskal** @LollyDaskal **Following**

Thank you Justin!

**Justin Champion** @JustinRChampion  
👉 article @LollyDaskal. Favorite line, "stay tough and know what you're worth."  
inc.com/lolly-daskal/7... via @Inc

2:47 PM - 7 Sep 2017

1 Retweet 3 Likes


7  
Don't allow anyone to make you feel less than you are.  
inc.com



# 2

## Guest blog on authoritative websites.

**Buzzsumo** Solutions ▾ Customers Pricing Blog Resources ▾

 **Topic Clusters and Pillar Content: A New Strategy to Dominate Search**  
By Justin Champion on June 15, 2017

112  
Tweet

14  
Share

6  
Share

1  
Pin it

13  
Buffer

Thanks to smartphones and tablets, the average adult spends more than 20 hours per week with digital media (source: Ofcom). Additionally, Google receives over four million search queries per minute.

Four million search queries per minute? Yowza! That's a lot of people looking for answers. But capturing their attention can be difficult. In just one minute...

- 1,388 blog posts are published.
- Facebook users share 2.5 million pieces of content.
- YouTube users upload 72 hours of new video content.
- Twitter users tweet nearly 300,000 times.
- Instagram users post nearly 220,000 new photos.

All in this one minute (source: MarketingProfs).

Learning how to create effective content is the first step toward growing your brand's awareness and building trust and credibility with a desired audience. This foundational knowledge is covered in HubSpot Academy's free [content marketing certification](#). But that's just the tip of the iceberg when it comes to developing a successful content process.



# 3

Become active  
on industry  
communities.

The screenshot shows the inboud.org website interface. At the top, the logo 'inboud.org' is on the left, and a search bar with the text 'Over 200k+ marketers here to help you' is on the right. Below the logo is an orange 'ADD NEW' button. A sidebar on the left contains navigation links: 'Recommended', 'Top Content', 'Latest', 'Originals', 'Articles', 'Discussions', 'MEMBERS', and 'JOBS'. At the bottom of the sidebar is a 'TOP RANKINGS' dropdown. The main content area features an article titled 'How I Grew my Traffic 3x by Un-gating My Content' by Justin Champion, posted 2 weeks ago. The article text discusses search engine trends and a content experiment with 'Wild We Wander' and a 'DIY truck camper guide', resulting in a 329% increase in organic traffic. At the bottom of the article, there is an orange 'DISCUSS' button and social sharing options for Twitter, Facebook, LinkedIn, and Google+. The article has 44 upvotes and 38 comments.

# 4

Boost top-performing content on social media.



**Mountain Mystic Company**

Page Liked · December 14, 2016 ·

We ❤️ our customers. Tell us your favorite memory of being at Mountain Mystic in the comments below.

We've done our best to capture the feeling of the shop in our Magical Mystical Box. Have you ordered yours yet? Hurry before they're all gone!  
<http://www.mountainmystic.com/products/magical-mystical-box>

Like Comment Share

84

Top Comments

3 shares

35 Comments






**Michelle Theis** Every time we come in we are greeted by Gerry's warm smile and gentle energy which permeates throughout the store. Gerry is always so helpful and I truly enjoy our chats whether it is about a gift idea, fairies, stones or even just the weather. Of course the beautiful smell of the store! When you walk in you take a deep breath and you begin to relax. Just a beautiful positive place!( happy holidays! )

# 5

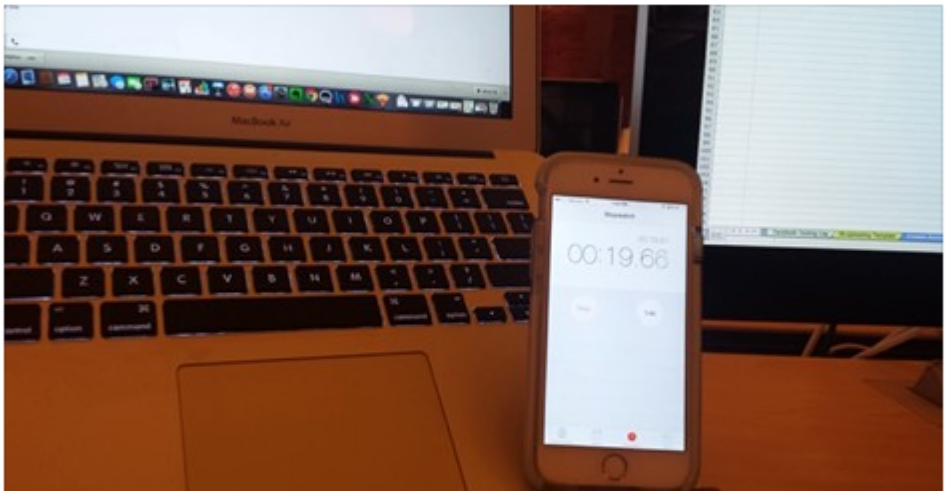
Launch a remarketing ad campaign.

Margot Da Cunha, Lindsay Lacher-Katz Sutton and 14 others like HubSpot.

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The CRM That Takes 25 Seconds To Set Up, But Saves Up to 124 Hours Per Year

Discover a brand new sales tool that takes seconds to install, but saves you more time than you can imagine.

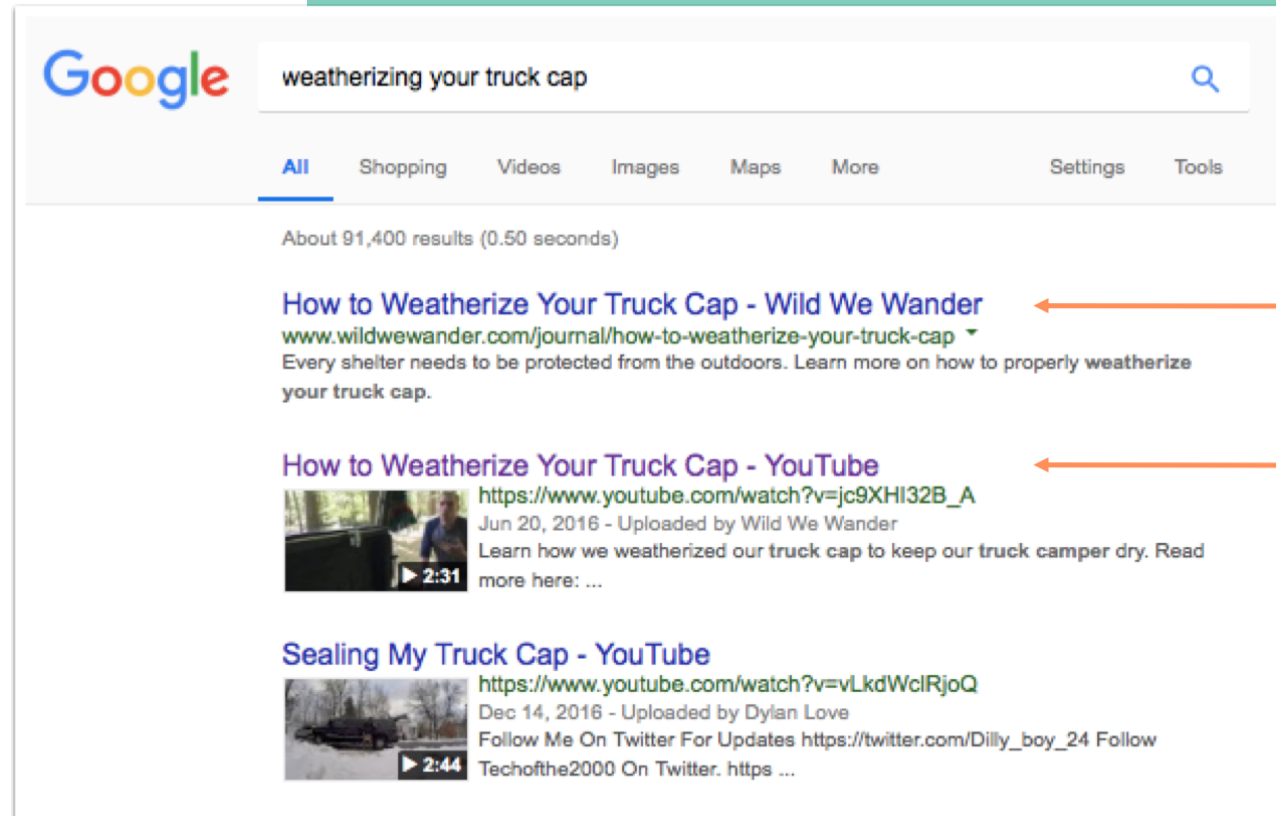
[WWW.HUBSPOT.COM/CRM](http://WWW.HUBSPOT.COM/CRM)

 3K

264 Comments 582 Shares 

# 6

Repurpose  
content into new  
formats.



Blog post

YouTube video

# Penguin Strategies

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# Thank you!

